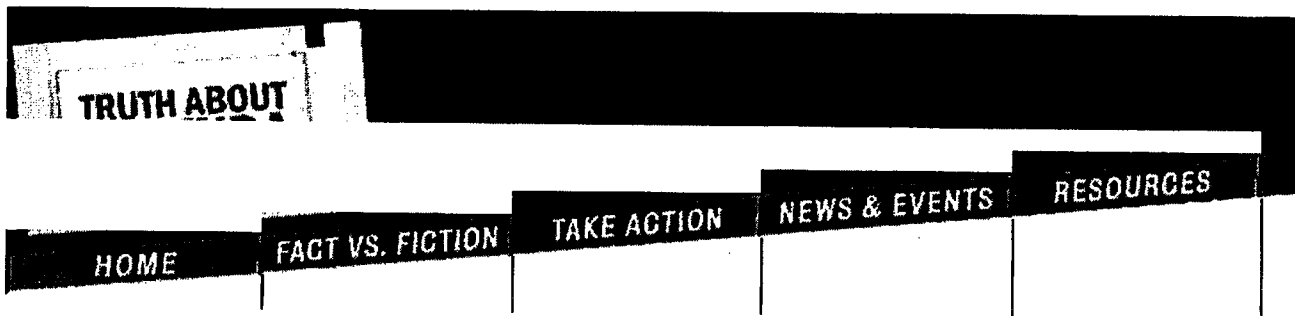


# EXHIBIT 1



## News & EVENTS

### FOR IMMEDIATE RELEASE

January 10, 2005

**The "Truth About Splenda" Website Launched**  
*Website Represents First Step in a Major Public Education Campaign*

Washington D.C. [January 10, 2005] -- A group of concerned consumers, led by sugar cane and sugar beet farmers across America, today launched the website [www.truthaboutsplenda.com](http://www.truthaboutsplenda.com) to better educate consumers about the chlorinated artificial sweetener Splenda.

Johnson & Johnson, which markets Splenda, has led consumers, reporters and the general public to believe that this chemical sweetener is somehow natural. The highly publicized slogan "Made from Sugar so it Tastes Like Sugar" is deceptive and misleads consumers about what they are feeding their families. Just one indication of the public's confusion can be seen in a recent poll, undertaken by a national consumer group, stating that nearly half of present and past Splenda users believe it is "natural."

"The truth is Splenda is not grown in a sugar beet or a sugar cane field. It's manufactured in a chemical plant," Andy Briscoe, President and CEO of the Sugar Association, recently commented. "It's a highly processed chlorinated sweetener, and no one knows for sure what the long term effects may be. I am sure of one thing: it's not natural."

The website, [www.truthaboutsplenda.com](http://www.truthaboutsplenda.com), is only the first step in building a nationwide coalition of people and organizations committed to ensuring that the American people are better educated about the fact that Splenda is an artificial sweetener which contains chlorine.

### GET INVOLVED



**Are you concerned about long-term health effects of Splenda?**

Do you feel the Splenda advertising slogan "Made from Sugar, so it tastes like Sugar" is misleading?

**Click here** to get

### GET THE FACTS



**Do you think there are long-term health effects of Splenda?**

Think Splenda is all safe to let your child eat Splenda? To find out more about Splenda, **click**

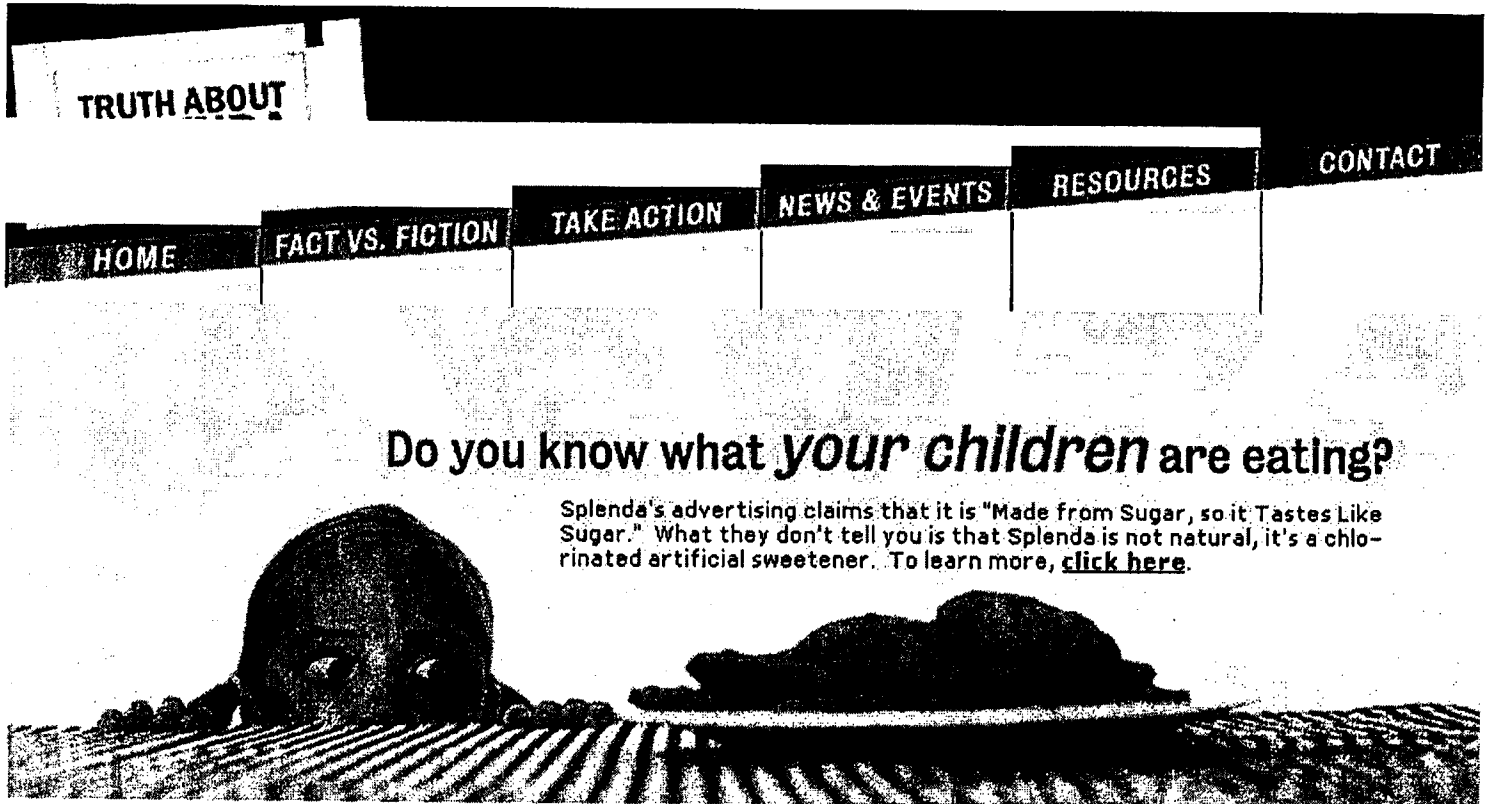
For more information about the "Truth About Splenda" campaign or to get involved, please contact Rich Masters at Qorvis Communications, 202-496-1000, e-mail [rmasters@qorvis.com](mailto:rmasters@qorvis.com) , or visit the website at [www.truthaboutsplenda.com](http://www.truthaboutsplenda.com) .

# # #

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Le

# **EXHIBIT 2**



Splenda is an artificial sweetener made from a chemical compound that includes chlorine. Splenda is not natural.

[GET THE FACTS](#)

If you have concerns about Splenda or their misleading advertising, you can contact several groups to share your opinion.

[TAKE ACTION](#)

If you have a story to tell about your experience with Splenda, we'd like to hear about it.

[SUBMIT YOUR STORY](#)

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*This website is part of an effort to educate consumers about the chemical artificial sweetener Splenda and is provided by The Sugar Association, which represents sugar beet and sugar cane farmers across America. All the information provided is based on publicly available sources, and this site functions as a clearinghouse to provide you with the Truth About Splenda and their advertising campaign which misleads consumers. If you have positive or negative comments about Splenda, concerns about Splenda, or questions about Splenda, please e-mail them to: [info@truthaboutsplenda.com](mailto:info@truthaboutsplenda.com) or click on the "Contact" tab to submit your thoughts. Thanks so much for helping us spread the word on the truth about Splenda!*

# **EXHIBIT 3**



# THE SUGAR ASSOCIATION

*Sugar: The Natural Sweetener...15 Calories Per Teaspoon*

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## WHO WE ARE

### History

The Sugar Association, founded by members of the U.S. sugar industry, began in 1943 as the Sugar Research Foundation, dedicated to the scientific study of sugar's role in food and communication of that role to the public. In 1947, the Association assumed its current name. Initially, the Association had two divisions: Sugar Information, Inc. focused on public education and communication; the Sugar Research Foundation developed and supported basic and applied scientific research. The Research Foundation became the World Sugar Research Organisation, Ltd., in 1968. The Sugar Association continues with its mission of educating health professionals, media, government officials and the public about sugar's goodness.

### Members

The Sugar Association's member companies are producers and growers of sugar in the United States. The Board of Directors is comprised of decision-making representatives from each of those companies or organizations. There are four Board Committees: the Executive Committee, the Budget Committee, the Audit Committee, and the Nominating Committee. Three advisory committees comprised of member company staff help guide the direction of Public Policy, Public Education, and Scientific Affairs for the Association. The Association's fiscal year is July through June. The board and committees meet at least two times annually to review and plan the activities and strategies for each year.

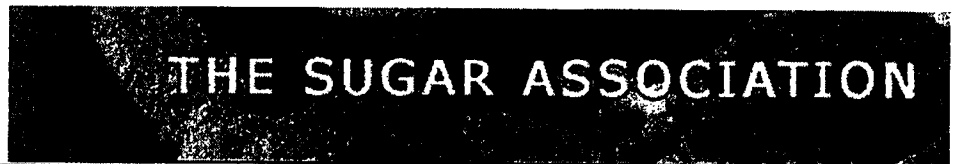
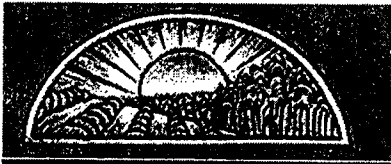


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### Board of Directors FY 2004 — 2005

Steve Bearden  
Rio Grande Valley Sugar Growers,  
Inc.

Alan Kennett  
Hawaiian Sugar & Transportation  
Cooperative

Andrew Briscoe  
The Sugar Association, Inc.

Darren Luft  
American Sugarbeet Growers  
Association

Ralph Burton  
The Amalgamated Sugar Company

Inder Mathur  
Western Sugar Cooperative

Craig Caillier  
American Sugar Cane League

Richard McKamey  
Wyoming Sugar Company

Donald Carson  
Atlantic Sugar Association

Robert Peiser  
Imperial Sugar Company

Robert Coker  
United States Sugar Corporation

John Richmond  
Southern Minnesota Beet Sugar  
Cooperative

Antonio Contreras  
Sugar Cane Growers Cooperative of  
Florida

David Roche  
Minn-Dak Farmers Cooperative

Mark Duffin  
American Sugarbeet Growers  
Association

Parks Shackelford  
Okeelanta Corporation

Pepe Fanjul, Jr.  
American Sugar Refining, Inc.

James Simon  
American Sugar Cane League

Mark Flegenheimer  
Michigan Sugar Company

Steve Williams  
American Sugarbeet Growers  
Association

James Horvath  
American Crystal Sugar Company

Thomas Zimmer  
American Sugarbeet Growers  
Association



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### Member Companies

The Amalgamated Sugar Company  
3184 Elder Street  
Boise, ID 83705  
[www.amalgamatedsugar.com](http://www.amalgamatedsugar.com)

Minn-Dak Farmers Cooperative  
7525 Red River Road  
Wahpeton, ND 58075  
Phone: 701-642-8411  
Phone: 701-671-1314  
(Susan Johnson)  
Fax: 701-671-1369  
[www.mdf.coop](http://www.mdf.coop)  
[smjohnson@mdf.coop](mailto:smjohnson@mdf.coop)



American Crystal Sugar Company  
101 North Third Street  
Moorhead, MN 56560  
[www.crystalsugar.com](http://www.crystalsugar.com)

Okeelanta Corporation  
1 North Clematis Street,  
Suite 200  
West Palm Beach, FL 33402  
[www.floridacrystals.com](http://www.floridacrystals.com)

American Sugar Cane League  
206 East Bayou Road  
Thibodaux, LA 70302  
[www.amscl.org](http://www.amscl.org)

Osceola Farms Company  
PO Box 1059  
Palm Beach, FL 33480  
[www.floridacrystals.com](http://www.floridacrystals.com)

American Sugar Refining, Inc.  
1 Federal Street  
Yonkers, NY 10702

Rio Grande Valley Sugar Growers, Inc.  
2 1/2 Miles West Highway 107  
Santa Rosa, TX 78593

Atlantic Sugar Association  
1 North Clematis Street,  
Suite 200  
West Palm Beach, FL 33402  
[www.floridacrystals.com](http://www.floridacrystals.com)

Southern Minnesota Beet Sugar Cooperative  
83550 County Road 21 - Box 500  
Renville, MN 56284  
Phone: 320-329-8305  
Fax: 320-329-3252  
[www.smbc.com](http://www.smbc.com)  
[info@smbc.com](mailto:info@smbc.com)

Hawaiian Sugar & Transportation Cooperative

Sugar Cane Growers Cooperative of Florida

PO Box 156  
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1500 Sugarhouse Road  
Belle Glade, FL 33430  
[www.scgc.org](http://www.scgc.org)  
[bjmiedema@scgc.org](mailto:bjmiedema@scgc.org)

Imperial Sugar Company  
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Phone: 800-727-8427  
[www.imperialsugar.com](http://www.imperialsugar.com)

United States Sugar  
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Clewiston, FL 33440  
Phone: 863-983-8121  
Fax: 863-983-8181  
[www.ussugar.com](http://www.ussugar.com)  
[jsanchez@ussugar.com](mailto:jsanchez@ussugar.com)

Michigan Sugar Company  
4800 Fashion Square  
Boulevard, Suite 300  
Saginaw, MI 48604  
Phone: 989-799-7300  
Fax: 989-793-1263  
[www.michigansugar.com](http://www.michigansugar.com)  
[info@michigansugar.com](mailto:info@michigansugar.com)

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Cooperative  
7555 East Hampden  
Avenue, Suite 600  
Denver, CO 80231  
Phone: 303-830-3939  
Main Fax: 303-830-3941  
Sales Department Fax:  
303-832-4084  
[www.westernsugar.com](http://www.westernsugar.com)  
[fbush@westernsugar.com](mailto:fbush@westernsugar.com)  
(Frank Bush)

Wyoming Sugar  
500 Hillcrest Drive  
Worland, WY 82401

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**Chief Executive Officer**  
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Vice President Scientific Affairs

**Cheryl Digges**  
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**Melanie Miller**  
Director of Public Relations

**Robin Brewington**  
Accounting and Administration  
Manager

**Darin Keith**  
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